

Contract # 46765

Schedule Dates 10/30/12-11/05/12
Advertiser AMERICAN CROSSROADS (3083)
Agency Crossroads Media, LLC (2105)
Product POLITICAL ISSUE (1052)
Brand Est 694 American Crossroads TV 10.30-11.5 (266)
Salesperson Shiebler, Charles (1011)
Sales Office WHDH
Buyer Name /
Phone/Fax 694
CPE Local/Political Issue Agency
Account Types Standard
Billing Type Comments

WHDH-TV
7 Bulfinch Place
Boston, MA 02114-2977



Crossroads Media, LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Date Entered 07/06/12
Last Modified 10/18/12
Entered By Krista Gordon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,750.00
Net Total \$106,250.00
Sales Tax

WHDH Boston (WHDH)			
By Broadcast Month	Spots	Rate	
Nov. 2012	62	\$125,000.00	
Grand Total:	62	\$125,000.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	5A-7 News Today in New England	1		1						2	\$600.00	\$1,200.00	WHDH Boston (WHDH)		7/6/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	5A-7 News Today in New England	1	X							1	\$600.00	\$600.00	WHDH Boston (WHDH)		7/6/12
3.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	5:30A-7 News Today in New England	1		1						2	\$600.00	\$1,200.00	WHDH Boston (WHDH)		7/6/12
4.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	6A-7 News Today in New England	1		1						2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		7/6/12
5.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	6A-7 News Today in New England	1	X							1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		7/6/12
6.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	6:30A-7 News Today in New England	1		1						2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		7/6/12
7.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	7A- Today Show	1		1						2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		7/6/12
8.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	8A- Today Show	1		1						2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		7/6/12
9.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	9A-7 News Today in New England 9-10A	1		1						2	\$700.00	\$1,400.00	WHDH Boston (WHDH)		7/6/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	9A-7 News Today in New England 9-10A	1	X							1	\$700.00	\$700.00	WHDH Boston (WHDH)		7/6/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Schedule Dates

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Agency

Crossroads Media, LLC (2105)

Product

POLITICAL ISSUE (1052)

Brand

Est 694 American Crossroads TV 10.30-11.5 (266)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

694

CPE

Local/Political Issue Agency

Account Types

Standard

Billing Type

Comments

Comments

07/06/12

10/18/12

Krista Gordon

No

CO-OP

Headline #

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$18,750.00

Net Total

\$106,250.00

Sales Tax

WHDH Boston (WHDH)

By Broadcast Month

Spots

62

Rate

\$125,000.00

Grand Total:

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Suite 555
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WHDH-TV
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11.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	9:30A- 7 News Today in New England 9-10A	1			1	1				2	\$700.00	\$1,400.00	WHDH Boston (WHDH)		7/6/12
12.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	10A- Today Show	1		1						2	\$500.00	\$1,000.00	WHDH Boston (WHDH)		7/6/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	10A- Today Show	1	X							1	\$500.00	\$500.00	WHDH Boston (WHDH)		7/6/12
14.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	11A- TODAY SHOW III (hour 4)	1			1	1				2	\$500.00	\$1,000.00	WHDH Boston (WHDH)		7/6/12
15.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	12P- 7 News at Noon	1		1		1				2	\$500.00	\$1,000.00	WHDH Boston (WHDH)		7/6/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	12P- 7 News at Noon	1	X							1	\$500.00	\$500.00	WHDH Boston (WHDH)		7/6/12
17.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	12:30P- 7 News at Noon	1			1	1				2	\$500.00	\$1,000.00	WHDH Boston (WHDH)		7/6/12
18.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	4P- 7 News at 4	1		1		1				2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		7/6/12
19.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	4P- 7 News at 4	1	X							1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		7/6/12
20.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	4:30P- 7 News at 4	1			1	1				2	\$1,300.00	\$2,600.00	WHDH Boston (WHDH)		7/6/12
21.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	4:59P- 7 News at 5	1			1	1				2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		7/6/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	4:59P- 7 News at 5	1	X							1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		7/6/12
23.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	5:29P- 7 News at 5	1			1	1				2	\$1,700.00	\$3,400.00	WHDH Boston (WHDH)		7/6/12

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Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

694

CPE

Local/Political Issue Agency

Account Types

Standard

Billing Type

Comments

Comments

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24.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	5:58P- 7 News at 6	1		1		1				2	\$2,000.00	\$4,000.00	WHDH Boston (WHDH)		7/6/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	5:58P- 7 News at 6	1	X							1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		7/6/12
26.0	Normal Line / SPOT	10/31/12-10/31/12	1	:30	6:30P- NBC Nightly News	1			X					1	\$3,500.00		WHDH Boston (WHDH)		7/6/12
27.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	6:58P- 7:28P (ET)	1		1		1				1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		7/6/12
28.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	6:58P- 7:28P (ET)	1	X							1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		7/6/12
29.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	7:28P- 7:58P (ET)	1			1		1			2	\$1,800.00	\$3,600.00	WHDH Boston (WHDH)		7/6/12
30.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	7:57P- THE VOICE	1	X							1	\$15,000.00	\$15,000.00	WHDH Boston (WHDH)		7/6/12
31.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	10:59P- 7 News at 11 PM	1		1		1				2	\$2,800.00	\$5,600.00	WHDH Boston (WHDH)		7/6/12
32.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	10:59P- 7 News at 11 PM	1	X							1	\$2,800.00	\$2,800.00	WHDH Boston (WHDH)		7/6/12
33.0	Normal Line / SPOT	10/31/12-11/02/12	1	:30	11:34P- THE TONIGHT SHOW w/ JAY LENO	1			1		1			2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		7/6/12
34.0	Normal Line / SPOT	11/02/12-11/02/12	1	:30	10P- DATELINE	1					X			1	\$6,000.00	\$6,000.00	WHDH Boston (WHDH)		7/6/12
35.0	Normal Line / SPOT	11/03/12-11/03/12	1	:30	9A- 7 News Today in New England-Sat	1						X		1	\$1,100.00	\$1,100.00	WHDH Boston (WHDH)		7/6/12
36.0	Normal Line / SPOT	11/03/12-11/03/12	1	:30	10:59P- 7 News at 11 PM	1						X		1	\$3,000.00	\$3,000.00	WHDH Boston (WHDH)		7/6/12

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37.0	Normal Line / SPOT	11/04/12-11/04/12	1	:30	7:57A- TODAY SHOW-SUNDAY	1							X	1	\$1,100.00	\$1,100.00	WHDH Boston (WHDH)		7/6/12
38.0	Normal Line / SPOT	11/04/12-11/04/12	1	:30	10:27A- Meet the Press	1							X	1	\$3,000.00	\$3,000.00	WHDH Boston (WHDH)		7/6/12
39.0	Normal Line / NFL	11/04/12-11/04/12	1	:30	8:13P- NBC SUNDAY NIGHT FOOTBALL	1							X	1	\$18,000.00	\$18,000.00	WHDH Boston (WHDH)		7/6/12
40.0	Normal Line / SPOT	11/04/12-11/04/12	1	:30	11P- 7 News at 11 PM	1							X	1	\$2,800.00	\$2,800.00	WHDH Boston (WHDH)		7/6/12
41.0	Normal Line / SPOT	11/04/12-11/04/12	1	:30	7:57A- TODAY SHOW-SUNDAY	1							X	1	\$5,500.00	\$5,500.00	WHDH Boston (WHDH)		7/6/12
42.0	M/G For 27.0.1 / SPOT	10/31/12-10/31/12	1	:30	6:58P- 7:28P (ET)	1			1					1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/5/12
43.0	M/G For 26.0.1 / SPOT	11/02/12-11/02/12	1	:30	7:58P- 9P (ET)	1						X		1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)	WHITNEY/ COMMUNITY	9/12/12
44.0	M/G For 43.0.1 / SPOT	11/02/12-11/02/12	1	:30	7:58P- 9P (ET)	1						X		1	\$3,500.00	\$3,500.00	WHDH Boston (WHDH)	GO ON/ GUYS W KIDS	10/18/12

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